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What is claimed is:

1 An image transfer sheet, comprising:

2 a woven or non-woven web layer having on one side thereof

- 3 at least one adhesion layer, said web layer having impregnated
- therein or coated thereon on the side opposite said adhesion 4
- 5 layer, or both impregnated and coated thereon on the side
- 6 opposite said adhesion layer, an image receiving formulation
- 7 comprising at least one binder and at least one dye retention
- aid; wherein 8
- 9 said image receiving formulation is capable of heat
- 10 sealing an image upon the application of heat up to 220°C.

- 1 The image transfer sheet according to claim 1,
- wherein said image receiving formulation is present on said 2
- 3 web layer on the side opposite said adhesion layer.
- 1 The image transfer sheet according to claim 1,
- 2 wherein said binder is capable of melting upon heating and
- encapsulating an image. 3
- 1 The image transfer sheet according to claim 1,
- wherein said web layer comprises woven or non-woven synthetic 2
- fibers. 3
- l The image transfer sheet according to claim 4,
- wherein said web layer is capable of absorbing from 0% to 200% 2
- by weight of said image receiving formulation based upon the 3
- 4 unimpregnated weight of the web layer.
- 1 6. The image transfer sheet according to claim 4,
- 2 wherein said synthetic fibers comprise at least one polymer

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- 3 selected from the group consisting of polyester, rayon, nylon,
- 4 polyolefin, polypropylene, and polyethylene.
- 1 7. The image transfer sheet according to claim 4,
- 2 wherein said synthetic fibers comprise polyester.
- 1 8. The image transfer sheet according to claim 1,
- 2 wherein an 8.5 x 11 inch sheet of said web layer has a weight
- 3 greater than about 0.01 ounce.
- 1 9. The image transfer sheet according to claim 1,
- 2 wherein an 8.5 x 11 inch sheet of said web layer has a weight
- 3 in the range of between about 0.01 ounce to about 5 ounces.
- 1 10. The image transfer sheet according to claim 1,
- 2 wherein said web layer is impregnated with said image
- 3 receiving formulation.
- 1 11. The image transfer sheet according to claim 1,
- 2 wherein in said image receiving formulation, said at least one
- 3 binder is an acrylic binder.
- 1 12. The image transfer sheet according to claim 1,
- 2 wherein said at least one dye retention aid is a cationic
- 3 polymer.
- 1 13. The image transfer sheet according to claim 1,
- 2 wherein said at least one dye retention aid is at least one
- 3 selected from the group consisting of a polyamide copolymer,
- 4 silica and PVA.
- 1 14. The image transfer sheet according to claim 12,
- 2 wherein said cationic polymer is a polydiallylmethylamine
- 3 hydrochloride resin.

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- 1 15. The image transfer sheet according to claim 1,
- 2 wherein said image receiving formulation further comprises an
- 3 opacifying agent.
- 1 16. The image transfer sheet according to claim 15,
- 2 wherein said opacifying agent is titanium dioxide.
- 1 17. A process for heat transferring an imaged area from
- 2 a transfer sheet to a receptor element, comprising the steps:
- 3 (a) providing an image transfer sheet according to claim
- 4 1;
- 5 (b) imaging the surface of said impregnated web layer or
- 6 web layer coated with said image receiving formulation;
- 7 (c) placing the imaged transfer sheet on top of a
- 8 receptor element, imaged side facing away from the receptor
- 9 element;
- 10 (d) optionally placing a non-stick sheet on top of said
- 11 imaged transfer sheet;
- 12 (e) applying heat to imaged transfer sheet.
  - 1 18. The process according to claim 17, wherein said heat
  - 2 is applied to the imaged side of said transfer sheet or
  - 3 through the non-stick sheet, if present, or from the
  - 4 non-imaged side of the transfer sheet through the receptor.
  - 1 19. The process according to claim 17, wherein said heat
- 2 is applied at a temperature from about 110 to 220 °C.
- 1 20. A kit comprising:
- 2 an image transfer sheet according to claim 1; and
- 3 optionally instructions for using said transfer sheet
- 4 and/or a non-stick sheet.
- 1 21. An image transfer sheet, comprising:

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- 2 a support sheet having a first and a second surface;
- at least one adhesion layer on the first surface of said
- 4 support sheet; and
- 5 a woven or non-woven web layer on said adhesion layer,
- 6 having impregnated therein or coated thereon on the side
- 7 opposite said adhesion layer or both impregnated and coated
- 8 thereon on the side opposite said adhesion layer, an image
- 9 receiving formulation comprising at least one binder and at
- 10 least one dye retention aid; wherein
- said image receiving formulation is capable of heat
- 12 sealing the image upon the application of heat up to 220°C
  - 1 22. The image transfer sheet according to claim 21,
  - 2 wherein said binder is capable of melting upon heating and
  - 3 encapsulating an image.
  - 1 23. The image transfer sheet according to claim 21,
  - 2 which further comprises an antistatic layer on the second
  - 3 surface of said support sheet.
  - 1 24. The image transfer sheet according to claim 21,
  - 2 wherein said web layer comprises woven or non-woven synthetic
  - 3 fibers.
  - 1 25. The image transfer sheet according to claim 24,
  - 2 wherein said web layer is capable of absorbing from 0% to 200%
  - 3 by weight of said image receiving formulation based upon the
  - 4 unimpregnated weight of the web layer.

- 1 26. The image transfer sheet according to claim 24,
- 2 wherein said synthetic fibers comprise at least one polymer
- 3 selected from the group consisting of polyester, rayon, nylon,
- 4 polyolefin, polypropylene, and polyethylene.
- 1 27. The image transfer sheet according to claim 24,
- 2 wherein said synthetic fibers comprise polyester.
- 1 28. The image transfer sheet according to claim 21,
- 2 wherein an 8.5 x 11 inch sheet of said web layer has a weight
- 3 greater than about 0.01 ounce.
- 1 29. The image transfer sheet according to claim 21,
- 2 wherein an 8.5 x 11 inch sheet of said web layer has a weight
- 3 in the range of between about 0.01 ounce to about 5 ounces.
- 1 30. The image transfer sheet according to claim 21,
- 2 wherein said web layer is impregnated with said image
- 3 receiving formulation.
- 1 31. The image transfer sheet according to claim 21,
- 2 wherein said at least one binder is an acrylate binder.
- 1 32. The image transfer sheet according to claim 21,
- 2 wherein said at least one dye retention aid is a cationic
- 3 polymer.
- 1 33. The image transfer sheet according to claim 21,
- 2 wherein said at least one dye retention aid is at least one

- 59 3 selected from the group consisting of a polyamide copolymer,
- 4 silica and PVA.
- 1 34. The image transfer sheet according to claim 32,
- 2 wherein cationic polymer is a polydiallylmethylamine
- 3 hydrochloride resin.
- 1 35. The image transfer sheet according to claim 21,
- 2 wherein said image receiving formulation further comprises an
- 3 opacifying agent.
- 1 36. The image transfer sheet according to claim 35,
- 2 wherein said opacifying agent is titanium dioxide.
- 1 37. A process for heat transferring an imaged area from
- 2 a transfer sheet to a receptor element, comprising the steps:
- 3 (a) providing an image transfer sheet according to claim
- 4 21;
- 5 (b) imaging the surface of said transfer sheet on the
- 6 side opposite said adhesion layer;
- 7 (c) peeling said imaged web layer and adhesion layer
- 8 away from the support material;
- 9 (d) placing the imaged transfer sheet on top of a
- 10 receptor element, imaged side facing away from the receptor
- 11 element;
- (e) optionally placing a non-stick sheet on top of said
- 13 imaged transfer sheet;
- 14 (f) applying heat to the imaged transfer sheet.

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- 1 38. The process according to claim 37, wherein said heat
- 2 is applied to the imaged side of said transfer sheet or
- 3 through the non-stick sheet, if present, or from the
- 4 non-imaged side of the transfer sheet through the receptor.
- 1 39. The process according to claim 37, wherein said heat
- 2 is applied at a temperature from about 110 to 220 °C.
- 1 40. A kit comprising:
- 2 an image transfer sheet according to claim 21; and
- 3 optionally instructions for using said transfer sheet
- 4 and/or a non-stick sheet.
- 1 41. The image transfer sheet according to claim 1,
- 2 wherein said image receiving formulation is added in an amount
- 3 of 1% to 200% by weight relative to the uncoated weight of the
- 4 web layer.
- 1 42. The image transfer sheet according to claim 21,
- 2 wherein said image receiving formulation is added in an amount
- 3 of 1% to 200% by weight relative to the uncoated weight of the
- 4 web layer.
- 1 43. The image transfer sheet according to claim 21,
- 2 wherein said adhesion layer has a dry coat weight of about 2
- 3 to about 40 g/m2, preferably 10-30  $q/m^2$ ; and, most preferrably
- 4 15-25  $g/m^2$ .

- 1 44. The image transfer sheet according to claim 1,
- 2 wherein said adhesion layer has a has a dry coat weight of
- 3 about 2 to about 40 g/m2, preferably 10-30 g/m<sup>2</sup>; and, most
- 4 preferrably  $15-25 \text{ g/m}^2$ .
- 1 45. The image transfer sheet according to claim 21,
- 2 wherein said binder is capable of melting upon heating and
- 3 encapsulating an image.
- 1 46. An image transfer sheet, comprising:
- 2 a woven or non-woven web layer having on one side thereof
- 3 at least one adhesion layer, said web layer having impregnated
- 4 therein or coated thereon on the side opposite said adhesion
- 5 layer, or both impregnated and coated thereon on the side
- 6 opposite said adhesion layer, an image receiving formulation
- 7 comprising
- 8 at least one self-crosslinking polymer; and
- 9 at least one dye retention aid; wherein said image receiving
- 10 formulation is capable of heat sealing an image upon the
- 11 application of heat up to 220°C.

- 1 47. The image transfer sheet according to claim 46,
- 2 wherein said self-crosslinking polymer is a self-crosslinking
- 3 ethylene vinyl acetate polymer.

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- 1 48. The image transfer sheet according to claim 46, said
- 2 image receiving formulation further comprising at least one
- 3 thermoplastic binder other than the self-crosslinking polymer.
- 1 49. The image transfer sheet according to claim 48,
- 2 wherein said at least one thermoplastic binder is an ethylene
- 3 vinyl acetate copolymer.
- 1 50. The image transfer sheet according to claim 46, said
- 2 at least one dye retention aid is a cationic polymer.
- 1 51. The image transfer sheet according to claim 46,
- 2 wherein said at least one dye retention aid is silica.
- 1 52. The image transfer sheet according to claim 46, said
- 2 image receiving formulation further comprising an opacifying
- 3 agent.
- 1 53. The image transfer sheet according to claim 46,
- 2 wherein said self-crosslinking polymer is present in an amount
- 3 of 15-40% by weight based upon the dry solids weight of the
- 4 formulation.
- 1 54. The image transfer sheet according to claim 50,
- 2 wherein said cationic polymer is present in an amount of 1-10%
- 3 by weight based upon the dry solids weight of the formulation.
- 1 55. The image transfer sheet according to claim 46,
- 2 further comprising a polyamide copolymer is present in an

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- 3 amount of 5-40% by weight based upon the dry solids weight of
- 4 the formulation.
- 1 56. The image transfer sheet according to claim 55,
- 2 wherein said polyamide copolymer is present in an amount of 5-
- 3 40% by weight based upon the dry solids weight of the
- 4 formulation.
- 1 57. The image transfer sheet according to claim 48,
- 2 wherein said thermoplastic polymer other than the self-
- 3 crosslinking polymer is present in an amount of 5-40% by
- 4 weight based upon the dry solids weight of the formulation.
- 1 58. The image transfer sheet according to claim 51,
- 2 wherein said silica is present in an amount of 5-60% by weight
- 3 based upon the dry solids weight of the formulation.
- 1 59. The image transfer sheet according to claim 46,
- 2 wherein said at least one dye retention aid is at least one
- 3 selected from the group consisting of a cationic polymer, a
- 4 polyamide copolymer, silica or PVA.
- 2 60. The image transfer sheet according to claim 46,
- 3 wherein said image receiving formulation comprises:
- 4 15-40% by weight of at least one self-crosslinking
- 5 polymer;

- 6 5-40% by weight of at least one thermoplastic polymer
- 7 other than said self-crosslinking polymer;

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- 8 5-40% by weight of at least one polyamide copolymer;
- 9 1-10% by weight of at least one cationic polymer;
- 10 5-60% by weight of silica, wherein said % by weight is
- 11 based upon a 100% total dry weight of the composition.
  - 1 61. The image transfer sheet according to claim 60,
  - 2 wherein said image receiving formulation comprises:
  - 3 25-35% by weight of at least one self-crosslinking
  - 4 polymer;

- 5 10-30% by weight of at least one thermoplastic polymer
- 6 other than said self-crosslinking polymer;
- 7 10-30% by weight of at least one polyamide copolymer;
- 8 1-4% by weight of at least one cationic polymer; and
- 9 10-40% by weight of silica,
- 10 wherein said % by weight is based upon a 100% total dry weight
- 11 of the formulation.
  - 1 62. The image transfer sheet according to claim 1,
  - 2 further comprising at least one opaque layer between said
  - 3 adhesion layer and said web layer.